# Advertising Age

50 YEARS 1930-1980


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# Competition, not clout, rules tv: FCC

WASHINGTON—A Federal Communications Commission task force reported last week that tv ad prices are controlled by competitive pressures, not by powerful networks or local stations wielding marketplace clout.

The favorable report on how the tv ad market is functioning is in a long-awaited advertising review presented to the commission as part of FCC's massive tv network inquiry.

Two additional reports released at the same time criticize FCC efforts to regulate network dealings with their program suppliers; suggest that the commission prime time access rule—reserving part of prime time for non-network programs—is accomplishing little or nothing, and discuss the factors determining tv station profitability.

FCC's network inquiry staff bills its advertising study as unique, since staff economists analyzed hundreds of actual tv ad purchase contracts supplied by the networks and by member agencies of the American Assn. of Advertising Agencies.

The contracts—drawn from 1977's fourth quarter—are the first time a tv ad price analysis has been based on actual prices, not estimates, the staff said.

While there are just three commercial tv nets with national reach, the FCC economists said network tv prices "reflect competitive rather than monopolistic prices. Whatever market power a network may possess, we have not found that power manifested in its transactions with advertisers."

Competition in the spot tv market got a similar clean bill of health. "Network-owned stations, affiliates and independents appear to compete for advertiser dollars as if no one broadcaster could affect market price," the report said.

Top commission staffers on the project rejected suggestions that soaring ad costs in recent years might undermine the argument that tv prices are set competitively.

"When we say prices are competitive, it's not that they are low or that stations don't make a lot of profit," said Thomas G. Krattenmaker, co-director of the network special inquiry staff, "but rather that individual stations and networks don't seem to be able to set prices as they please, independent of the marketplace."

The price run-up in recent years may "simply be an increase in demand for that time and an inability to increase the supply," Mr. Krattenmaker suggested. "We weren't trying to study what generated the increases."

Price and cost-per-thousand differences between network and spot markets "are largely explained by differences in the composition of viewer characteristics," the report stated. "Contrary to popular expectation," an FCC summary of the

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**Homebody**

Loungewear fashionable enough to be worn out instead of just in is the message of a new campaign for Geoffrey Beene for Swirl. Peter Rogers Associates handles.


# Cable coup: P&G

By MAURINE CHRISTOPHER

NEW YORK—Conventional tv's biggest sponsor, Procter & Gamble, will debut next month as a major cable network advertiser with a heavy multiproduct schedule on Ted Turner's new Cable News Network.

This buy will give several P&G agencies a chance to pioneer in catv for the company that this year will spend an estimated $475,000,000 in conventional tv. But the cable agency of record or control on CNN will be Benton & Bowles.

Neither George Babick, CNN sales vp, nor Phil Guarascio, senior vp-media, B&B, would discuss the specifics of P&G's entrance into wired tv. Industry sources estimate the contract is worth $1,000,000 annually.

• P&G bought minutes scattered throughout CNN's 24-hour day for a wide range of products. Most copywriters fantasize about the opportunities for experimentation in commercial lengths and approaches in cable's pinpointable households, but at the outset at least P&G is expected to use commercials from its regular tv pool.

(P&G's earlier cable buy covers a six-times-a-year showing of "Is Anybody Listening?" a film about the company and its response to consumers, on Modern Satellite Network. This direct purchase costs $6,500.)

Also added to the CNN sponsor list—bringing the total of national clients to 22—were Holiday Inns and Shearson Loeb Rhoades. Grey advertising bought for the brokerage house, which will sponsor half of the 7:30 p.m. and 11:30 p.m. (EDT) 30-minute financial news program. Young & Rubicam is the agency for Holiday Inns' rotating schedule.

• The computer printout at CNN in Atlanta last week, showed 209 systems in 45 states and the Virgin Islands hooked into CNN for a possible circulation of 1,938,970 households. Mr. Turner's strongest backing is coming from seven Cox systems with about 315,000 subscribers.

Runners-up among the multiple systems operators with approx-

*(Continued on Page 92)*

# last minute news

### *Delano seen returning to C-E hq from Europe*

DETROIT—Lester Delano, president of Campbell-Ewald International/Europe is expected to return to C-E headquarters here in a top executive post. Helmut Zambo, joint managing director, Troost Campbell-Ewald GmbH, Duesseldorf, is expected to be named to succeed him in an announcement this week.

### *Salem Ultra Lights set, RJR may drop Real*

NEW YORK—R.J. Reynolds Tobacco Co., Winston-Salem, N.C., will introduce Salem Ultra Lights nationally in late July with very heavy ad support, via DFS. At the same time, trade sources say the nation's No. 1 cigaret maker plans to withdraw Real cigarets from the market, in addition to pruning its various lines of low-volume styles. RJR could not be reached for comment. Real's agency was Ogilvy & Mather.

### *New $14 million Mountain Dew drive readied*

PURCHASE, N.Y.—Pepsi-Cola is preparing to roll national with a new $14,000,000 Mountain Dew campaign, "Give me a sunshine. Give me a Dew." Campaign previewed June 2 in selected markets. BBDO handles.

### *Wyatte Hicks leaving as Compton director*

NEW YORK—E. Wyatte Hicks, director of Compton Group & Corporate Development, has resigned. The 53-year-old Mr. Hicks, now reviewing other options including an offer from another large agency, joined Comp-

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NEWSPAPER

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R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Ads available by '82

# Big dailies go electronic

By JACQUES NEHER

CHICAGO—The *New York Times* and *Washington Post* are among 11 leading newspapers around the country to be chosen this week to go "electronic" over the next 12 months by joining a national computer data network.

And while it's editorial-only for now, the newspapers may be able to sell national ads on the new computer medium by sometime in 1982.

The papers, following the lead of the *Columbus Dispatch* (AA, June 2), will supply their entire editorial product each evening to the CompuServe Information Service, Columbus, O., a subsidiary of H&R Block. The service will be accessible to anyone with a home or office computer, at a time-sharing fee of $5 an hour.

And after Tandy Corp. begins marketing its Videotex system (AA, June 16), anyone with the $400 unit, a telephone and a television will be able to receive the multipronged information service at the same charge.

The papers, according to sources, will be investing $40,000 each to feed their news into the central computer in Columbus via local "ports" or offices equipped with minicomputers in each respective city. The papers, in turn, will receive 20% of the time-sharing charge levied on the subscriber who calls up articles from that paper. CompuServe currently operates 23 offices around the country which serve 35 metropolitan areas.

CompuServe marketing coordinator Michael Ward said the company is projecting 100,000 subscribers by the end of 1981. It currently has about 3,000.

Mr. Ward said the 11 papers were chosen from "at least 40" that contacted the company following the announcement of its program with the *Columbus Dispatch*. "It was entirely our decision and based on the number of computer subscribers in the particular market," he said.

While the newspapers will begin by supplying only editorial prod-

*(Continued on Page 89)*

## George, Billy & indigestion

NEW YORK—While Yankee owner George Steinbrenner and Oakland A's manager Billy Martin have had their share of wrangling on the baseball diamond, the two are batting 1.000 in their joint commercial appearances.

Coming off a successful series of tv commercials for Miller Brewing's Lite beer, the pair have signed on as spokesmen for Pepto-Bismol.

A tv spot filmed last week in New York, set to air on both network and spot tv at the end of July, shows Mr. Martin seated in a posh restaurant, complaining: "What a day! First I have rubber pancakes for breakfast. Then I lose my luggage. Then we lose the game. Then I come here and eat and the chef's on vacation. It tastes like the busboy cooked the dinner. It's enough to give a guy an upset stomach." When a waiter appears with a bottle of Pepto-Bismol, Mr. Martin says, "I think I'll take a swig of this." Mr. Steinbrenner enters the room and says, "Billy, use a spoon."

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# Seagram's using tv for Arielle 40 proof drinks

By JOSH LEVINE

NEW YORK—Don't call Seagram's pretender to the cordial and liqueur throne a cordial or a liqueur.

Seagram's doesn't, and it won't as long as the new Arielle line treads the hazy territory of tv advertising, while its distilled competitors remain beyond the broadcast pale.

Although Arielle isn't a wine product, the 10-flavor line, due on retail shelves in three markets this week, derives its 20% alcohol content from a fermented wine base. That makes it a bold candidate for broadcast time in a burgeoning market where armies of new contestants are battling each other in print.

While each Arielle bottle sports the formula, "Made with grape wine and natural flavors," the 10 flavors offered match their distilled counterparts in established cordial and liqueur lines. Arielle is available in Almond Royale, Apricot Royale, Blackberry Royale, Cacao Royale, Coffee Royale, Green Mint Royale, White Mint Royale, Peppermint Royale, Orange Royale and Sloe Royale. A 750 ml. bottle will retail for between $5 and $6.

The National Assn. of Broadcasters and the Distilled Spirits Council of the U.S. both guard the portals of broadcast media with codes that bar any distilled products from the air and draw the line at any beverage over 48 proof.

■ Arielle, as a 40 proof fermented product, falls within both guidelines, but Calvert Distillers, the Seagram unit that markets the "after-dinner drink," is putting the spirit of the industry's voluntary compliance to a stringent test, liquor sources say.

The question of whether a liquor product historically produced by distillation can qualify for air time by substituting a fermented alcohol base puts Arielle in a gray area, according to Jerry Lansner, vp-general manager of the NAB's code authority.

"If it's a wine base, it would seem to be okay," said Mr. Lansner, "but the way they position themselves might have some bearing. If the product is marketed against other cordials, it might pose a problem. Positioning a product that is acceptable against products that are unacceptable raises new issues."

Experimentation with wine-based drinks is nothing new, and many leading liquor marketers have some kind of wine-based cordial or wine-based cocktail bubbling in a back room vat. In most cases, however, advertising has been done on a very limited scale, the proof content of the products has been much lighter and the drink's wine heritage has been apparent.

While a Seagram spokesman belittled any doubt whether the 30-second Arielle commercial would be cleared by the stations in three introductory markets, the company doesn't disguise the audacity of its marketing strategy.

Trade ads for Arielle in Chicago.

(Continued on Page 90)

## Kitchen invader

Johnny O, an animated character, moves into kitchens this fall as the new spokesman for Oster food preparation appliances. Beginning Oct. 13, Johnny O will tout Oster products on six network tv commercials, tv spots in 50 markets and cable. He also will appear in half-page color ads in magazines in the fall. Hoffman-York, Milwaukee, is the agency.

## Violin plus

Adding another dimension to its well known Tabu violinist concept, Dana Perfumes has added op art graphics for the fall print campaign by Avrett, Free & Fischer, New York.

'Wall Street Final' in tardy debut

# 'N.Y. News' p.m. edition okayed

By LEAH ROZEN

NEW YORK—The *New York Daily News* decided last week to go ahead with its much talked about afternoon edition.

The *News*, a morning paper owned by the Chicago-based Tribune Co., has toyed with the idea of starting an afternoon paper on and off for several years as a way of stemming its own slipping circulation and cutting into the rising circulation of the afternoon *New York Post* (AA, June 9). *News* circulation is now 1,554,604 daily, down 35% from 2,100,000 in 1973, a figure at which it had hovered for the previous decade.

Meanwhile, a new New York afternoon daily, the *Wall Street Final* ran into problems in its first week of publication. Intended as a paper for rush-hour commuters, the *Final's* premiere June 16 and June 17 and 18 issues did not reach newsstands until the early evening, long after most commuters had boarded their buses and trains.

■ The *News'* start of an afternoon edition, which will compete with the *Final* for readers, will mean an end to the *News'* early evening bulldog edition. The bulldog is now available on newsstands around 8 p.m. and has a circulation of close to 200,000.

There is no official word yet from the *News* on what the afternoon edition will carry, but sources indicate that it will be a sprightly package aimed at upscale commuters and Manhattanites. Sources who have been privy to discussions on the afternoon paper report that it will include a lot of sports news, business coverage and columns.

There also is no word from the *News* as to when the afternoon paper will make its debut, although it has been hiring new reporters in recent weeks. Industry sources predict a fall start-up date.

The *News'* decision to start an afternoon paper is one that flies in the face of conventional wisdom about newspapers. Afternoon papers have not fared well in this country in the past decade, due to distribution problems and changing consumer information habits (i.e., watching television news).

■ In fact, many metropolitan afternoon newspapers have gone in the reverse direction of the *News* and started morning editions. These include the *Washington Star*, the *Boston Globe* and the *Dallas Times Herald*.

According to newspaper analyst, John Morton of John Muir & Co., Washington, the start of a second edition in a different time slot generally "hurts economically while helping circulation. It can take years to translate those circulation gains into advertising revenue."

Although Mr. Morton was, as George S. Kaufman once said, "underwhelmed" by the prospect of an afternoon edition of the *News*, he did say that New York is a unique newspaper market and an afternoon paper would probably have a better chance of succeeding there, due to the concentrated number of readers in Man-

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# highlights

Monday, June 23, 1980

**Amurol Products Co.** has gotten sweet on novelty confections. *See Page 4.*

**After 130 years,** *Harper's* bows to economic pressures and announces plans to fold. *See Page 6.*

**McCann-Erickson** economic guru Robert J. Coen revises his earlier ad spending predictions. *See Page 10.*

**Lincoln-Mercury** and four other advertisers have set fall starts for cinema advertising as Screenvision steps up pursuit of audio/record accounts. *See Page 12.*

**The Commerce Department** has recruited teams of business and government consumer specialists to write new booklets on advertising and other consumer problem areas. *See Page 14.*

**Peter Kann,** Dow Jones & Co. vp and *Wall Street Journal* associate publisher, discusses the business newspaper's problems and plans. *See Page 20.*

**Boat marketers** try to weather stormy recession trends. *See Page 30.*

**The Bureau** of Alcohol, Tobacco & Firearms ordered that ingredient information be available for alcohol products as an ex-alcoholic files a suit against Heublein Inc.'s Smirnoff vodka. *See Page 36.*

**National Advertising Divison** reviewed 12 challenges to national advertising last month. Seven companies were asked to modify or discontinue claims. *See Page 40.*

**Conservative** direct mail expert Richard Viguerie is leading a campaign to boycott the products of France and other countries that will send athletes to the summer Moscow Olympics. *See Page 42.*

**What do the** new guidelines established in the Federal Trade Commission Improvement Act of 1980 mean to the advertising industry? William J. McDonough Jr. takes a look at the act and its implications. *See Page 51.*

**Music and graphics.** Hooper White looks at a commercial that incorporates both for an unusual effect. *See Page 54.*

**What is happening** in the trade promotion sphere? Lou Haugh presents some new and some tested approaches currently in the market. *See Page 60.*

**Minolta Corp.'s** new Weathermatic-A 110 waterproof camera has achieved promising initial sales, but its future may not be as bright. *See Page 71.*

**Mailers eye** a nine-digit Zip code proposal suspiciously, although some claim it may be a boon. *See Page 84.*

**As Americans** put out smoking products, the market for chewing tobacco grows. *See Page 85.*

**R. H. Macy & Co.** posted a 50% net earnings gain in its third quarter. *See Page 86.*

**Total Video** sells relatively well with its last-minute Gold Medal package of Olympic-NBA basketball specials. *See Page 91.*

**Grey Advertising** celebrates creative improvements and "brand character" technique at its annual meeting. *See Page 93.*

### Section 2

What are some of the technological changes that have helped shape an audio-visual industry? Where is the industry headed? Section 2/Audio-Visual looks at growth and expansion of the industry starting opposite Page 48.

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# Hills Bros. bets big on High Yield

By JENNIFER PENDLETON

SAN FRANCISCO—High Yield coffee is finally taking a high place in Hills Bros. marketing priorities as it attempts to stem continuing loss of market share to Procter & Gamble's Folger's and General Foods' Maxwell House brands.

Hills Bros. is understood to have earmarked more than half of its current $6,000,000-plus ad budget for High Yield ad support from now through year's end in an attempt to turn the brand into a major contender.

High Yield has been in test in several markets in three different forms, two of which will be given minimal attention as the heavy backing shifts to High Yield All-Purpose grind as the coffee that's suitable for all kinds of coffee makers.

Research sources show that Hills Bros.' 6.9% share of the regular coffee market in 1978 further slipped to 6.2% last fall (AA, Mar. 10), and it's known the company, under the ownership of Brazil's Copersucar,

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# Advertising pages in June consumer publications

| | Pages | | | |
|---|---|---|---|---|
| | June 1980 | June 1979 | Jan.-June 1980 | Jan.-June 1979 |
| **Women's** | | | | |
| †§Bride's Magazine | — | — | 811.4 | 684.7 |
| §Cosmopolitan | 213.8 | 228.7 | 1,202.1 | 1,176.6 |
| Essence | 87.0 | 72.0 | 469.0 | 406.0 |
| §Family Circle | 147.4 | 180.9 | 792.6 | 869.4 |
| ▲Family Health | 23.3 | 31.1 | 154.3 | 155.3 |
| §Good Housekeeping | 159.5 | 184.0 | 946.7 | 952.3 |
| Ladies' Home Journal | 105.3 | 113.5 | 620.0 | 642.9 |
| Lady's Circle | 8.6 | 9.3 | 53.5 | 57.2 |
| McCall's | 103.6 | 126.7 | 605.6 | 656.8 |
| ○McCall's Working Mother | 88.9 | — | 205.2 | 48.7 |
| †Modern Bride | — | — | 674.5 | 672.3 |
| Ms. | 42.2 | 41.5 | 245.8 | 243.0 |
| ○New Woman | — | — | 111.6 | 128.9 |
| §Parents Magazine | 50.3 | 47.5 | 351.5 | 296.5 |
| Playgirl | 44.3 | 41.0 | 319.2 | 244.2 |
| Redbook | 105.4 | 123.8 | 645.0 | 738.2 |
| Self | 64.2 | 45.1 | 336.3 | 239.4 |
| Seventeen | 107.1 | 113.9 | 624.3 | 642.4 |
| Soap Opera Digest | 12.3 | 12.0 | 66.4 | 58.3 |
| *Talk | 15.0 | 13.3 | 92.8 | 73.0 |
| 'Teen Magazine | 56.3 | 45.9 | 264.3 | 240.7 |
| §True Story | 44.7 | 63.9 | 292.8 | 333.1 |
| §Woman's Day | 111.6 | 120.5 | 756.5 | 768.6 |
| The Workbasket | 24.2 | 36.3 | 175.4 | 161.5 |
| Work[illegible]ng Woman | 39.3 | 23.3 | 255.6 | 161.8 |
| Total Group | 1,654.3 | 1,674.2 | 11,072.4 | 10,651.8 |
| **General** | | | | |
| ▲A.D. Magazine | 13.9 | 8.6 | 94.4 | 75.5 |
| After Dark | 28.5 | 39.0 | 155.5 | 189.9 |
| Air Progress | 21.7 | 28.3 | 137.3 | 148.7 |
| American Forests | 15.0 | 10.6 | 90.1 | 86.2 |
| §American Legion | 22.4 | 18.2 | 165.5 | 164.4 |
| ○Americana | — | — | 55.1 | 71.4 |
| Apartment Life | 58.4 | 52.5 | 298.8 | 307.3 |
| §▲Architectural Digest | 105.9 | 87.4 | 682.6 | 537.3 |
| §The Atlantic | 31.7 | 31.8 | 199.5 | 198.3 |
| ○Audubon Magazine | — | — | 100.5 | 107.3 |
| Blueboy | 36.8 | 24.7 | 176.4 | 143.3 |
| §Bon Appetit | 68.0 | 57.5 | 417.4 | 337.7 |
| Book Digest | 28.0 | 28.0 | 182.0 | 257.3 |
| Christian Herald | 39.7 | 35.5 | 241.0 | 255.4 |
| Christian Life | 32.6 | 33.9 | 166.4 | 182.1 |
| *Christianity Today | 48.9 | 50.5 | 349.0 | 345.9 |
| Complete Men's Group | 26.0 | 22.6 | 151.8 | 143.9 |
| Country Journal | 44.0 | 40.0 | 280.9 | 252.6 |
| Creative Computing | 74.5 | 56.3 | 488.3 | 325.7 |
| ▲Cuisine Magazine | 40.0 | 38.5 | 217.2 | 171.5 |
| Ebony | 100.9 | 92.9 | 533.9 | 525.2 |
| Elks Magazine | 19.6 | 19.8 | 141.1 | 155.5 |
| §Esquire | 40.7 | 26.2 | 240.5 | 171.2 |
| 50 Plus | 34.0 | 24.5 | 221.8 | 160.1 |
| Flying | 81.1 | 61.2 | 361.7 | 317.5 |
| ○Games | — | — | 70.9 | 43.3 |
| §Gentlemen's Quarterly | 109.5 | 105.0 | 530.5 | 439.7 |
| Golf Digest | 76.9 | 97.7 | 462.1 | 536.5 |
| §Golf Magazine | 60.2 | 72.4 | 489.5 | 492.1 |
| Gourmet | 49.5 | 61.6 | 345.5 | 331.8 |
| §Harper's Magazine | 31.7 | 37.3 | 206.7 | 212.8 |
| ○Hi-Fi/Stereo Buyer's Guide | 23.3 | 32.2 | 68.5 | 80.8 |
| *High Fidelity | 61.5 | 63.3 | 356.5 | 401.9 |
| Income Opportunities | 44.2 | 36.4 | 275.7 | 259.5 |
| Kiwanis Magazine | 19.3 | 20.4 | 109.3 | 97.0 |
| Let's Live | 83.3 | 97.0 | 559.6 | 539.7 |
| Life | 67.0 | 59.5 | 347.3 | 281.6 |
| Lion Magazine | 4.5 | 16.5 | 29.0 | 110.8 |
| Modern Photography | 128.2 | 132.9 | 644.0 | 629.4 |
| §Money | 84.0 | 65.7 | 461.8 | 400.9 |
| Moneysworth | 15.2 | 16.7 | 114.3 | 135.1 |
| Moody Monthly | 37.0 | 43.3 | 289.5 | 321.0 |
| ○Moose Magazine | — | — | 106.0 | 103.0 |
| ○Mother Earth News | 61.7 | 42.6 | 182.7 | 129.8 |
| ○Museum | — | — | 38.8 | — |
| National Geographic | 43.5 | 35.6 | 202.5 | 198.7 |
| National Jewish Monthly | 22.5 | 22.4 | 164.6 | 165.1 |
| ∧ Natural History | 38.4 | 42.2 | 262.9 | 259.3 |
| ○Next | — | — | 57.3 | — |
| §Omni | 47.3 | 34.9 | 295.0 | 170.3 |
| §Oui Magazine | 24.0 | 14.0 | 135.2 | 94.4 |
| §Penthouse Magazine | 80.6 | 80.5 | 429.3 | 422.5 |
| Petersen's Photographic | 45.9 | 46.7 | 264.9 | 304.3 |
| Playbill | 47.0 | 44.1 | 265.5 | 248.9 |
| §Playboy | 135.1 | 141.3 | 687.3 | 697.3 |
| Popular Photography | 147.5 | 170.2 | 855.2 | 968.9 |
| Prevention | 88.7 | 100.3 | 523.5 | 646.3 |
| Prime Time | 20.5 | — | 110.8 | — |
| Psychology Today | 61.9 | 66.8 | 353.8 | 352.3 |
| ▲Quest '80 | 28.4 | 20.9 | 159.4 | 119.4 |
| §Reader's Digest | 89.5 | 104.6 | 576.6 | 678.0 |
| Rotarian | 17.0 | 16.9 | 154.6 | 125.2 |
| ††Saturday Evening Post | — | — | 187.5 | 194.1 |
| Scientific American | 85.8 | 94.9 | 514.9 | 457.9 |
| Signature | 47.0 | 43.0 | 276.7 | 261.7 |
| Smithsonian | 61.3 | 61.5 | 481.5 | 401.9 |
| Stereo Review | 61.5 | 87.2 | 419.8 | 462.3 |
| Success Unlimited | 19.0 | 11.8 | 132.2 | 85.6 |
| Tennis Magazine | 88.4 | 87.8 | 404.9 | 394.1 |
| Town & Country | 89.8 | 74.6 | 556.3 | 465.5 |
| Travel/Holiday | 38.6 | 43.6 | 315.5 | 312.5 |
| Travel & Leisure | 88.2 | 75.9 | 540.3 | 495.9 |
| VFW Magazine | 21.1 | 16.3 | 174.2 | 159.7 |
| Weight Watchers | 24.0 | 20.0 | 122.5 | 119.2 |
| World Tennis | 52.3 | 54.5 | 308.1 | 261.6 |
| Writer's Digest | 22.3 | 18.7 | 124.9 | 115.3 |
| Yankee Magazine | 81.0 | 91.0 | 532.3 | 585.0 |
| Total Group | 3,707.4 | 3,613.2 | 22,426.9 | 21,401.1 |
| **Fashion & service** | | | | |
| Glamour | 158.6 | 168.8 | 950.2 | 988.0 |
| Harper's Bazaar | 61.1 | 51.4 | 440.5 | 375.5 |
| Mademoiselle | 110.2 | 125.3 | 716.4 | 709.9 |
| ††L'Officiel/USA | — | — | 100.3 | 108.5 |
| Vogue | 115.0 | 138.8 | 1,027.2 | 975.8 |
| "W" | 31.6 | 31.2 | 337.0 | 304.9 |
| Total Group | 476.5 | 515.5 | 3,571.9 | 3,462.6 |
| **Arts & antiques** | | | | |
| American Artist | 54.5 | 47.2 | 325.8 | 331.2 |
| Antiques | 141.6 | 129.4 | 914.9 | 805.7 |
| Antiques World | 60.2 | 80.0 | 315.5 | 359.0 |
| ○Art & Antiques | — | — | 172.9 | 136.4 |
| Art in America | 97.4 | — | 570.8 | 344.6 |
| ▲Artnews | 139.0 | 105.5 | 683.3 | 608.5 |
| Total Group | 492.7 | 362.1 | 2,983.2 | 2,585.4 |
| **Home** | | | | |
| §Better Homes & Gardens | 125.7 | 156.2 | 795.1 | 825.8 |
| ○Colonial Homes | — | — | 171.4 | 113.5 |
| ▲Decorating Showcase | 28.0 | 26.0 | 142.9 | 81.8 |
| ▲Family Handyman | — | — | 313.4 | 278.7 |
| Flower & Garden | 30.5 | 42.1 | 196.3 | 215.6 |
| The Hometown Magazines: | | | | |
| Dallas-Fort Worth Home/Garden | 48.3 | 42.7 | 288.5 | 200.7 |
| Houston Home/Garden | 116.0 | 116.5 | 642.9 | 626.6 |
| Horticulture | 22.5 | 27.5 | 178.8 | 210.4 |
| House Beautiful | 91.3 | 78.4 | 583.4 | 574.5 |
| House & Garden | 138.1 | 120.8 | 735.6 | 693.9 |
| †Homeowners How-To | — | — | 79.2 | 71.3 |
| Hudson Home Magazine | 34.5 | 42.6 | 261.7 | 295.7 |
| Indianapolis at Home | 49.1 | 65.0 | 334.6 | 408.5 |
| Living: | | | | |
| ○Dallas | — | — | 352.6 | 364.3 |
| ○Houston | — | — | 297.8 | 359.0 |
| ○Denver | — | — | 276.3 | 251.9 |
| ‡Austin | — | — | 100.3 | 93.4 |
| ‡San Antonio | — | — | 46.3 | 37.0 |
| ○Phoenix | 33.1 | 43.3 | 113.1 | 96.9 |
| ○Tampa | 26.7 | 12.6 | 91.6 | 12.6 |
| ††New Shelter | — | — | 133.7 | — |
| ▲1001 Decorating Ideas | — | — | 142.6 | 110.7 |
| Organic Gardening | 58.4 | 61.1 | 507.3 | 496.5 |
| ○Plants Alive | 32.9 | — | 107.0 | 105.4 |
| San Diego Home/Garden | 55.7 | — | 306.8 | — |
| Southern Living | 116.3 | 118.2 | 779.4 | 818.4 |
| §Sunset Magazine | 137.2 | 142.0 | 814.1 | 874.9 |
| ▲Texas Homes | 61.0 | 84.2 | 353.0 | 226.0 |
| ○Workbench | — | — | 190.0 | 182.4 |
| Total Group | 1,205.3 | 1,179.2 | 9,335.7 | 8,626.4 |
| **In-flight** | | | | |
| #Aboard Group | — | — | 768.0 | 716.0 |
| Air California | 54.0 | 56.3 | 341.3 | 342.8 |
| American Way | 70.1 | 78.1 | 407.0 | 357.7 |
| Clipper | 64.0 | — | 261.5 | — |
| East/West Network: | | | | |
| Eastern Review | 81.2 | 80.8 | 487.7 | 493.2 |
| Continental Extra | 80.5 | 85.7 | 431.5 | 423.6 |
| Hughes Airwest Sundancer | 88.2 | 88.0 | 471.7 | 490.2 |
| Ozark Flightime | 60.7 | 70.2 | 345.5 | 369.9 |
| PSA Magazine | 118.5 | 115.0 | 672.1 | 678.4 |
| Texas International/The Texas Flyer | 72.5 | 75.2 | 375.2 | 342.4 |
| United Mainliner | 105.1 | — | 592.7 | 495.5 |
| Halsey Publications: | | | | |
| Braniff's Flying Colors | 44.8 | 37.7 | 226.0 | 191.0 |
| Delta Sky | 44.8 | 57.2 | 273.0 | 282.0 |
| ○Pace | — | — | 59.5 | 53.0 |
| Scene | 35.6 | — | 172.9 | — |
| Southwest Airlines | 67.3 | 49.7 | 384.4 | 291.4 |
| ○Spirit of Aloha | — | — | 80.2 | 50.8 |
| USAir | 48.2 | — | 227.5 | — |
| Webb Publications: | | | | |
| ○Frontier | — | — | 126.4 | 114.5 |
| Passages | 34.0 | 26.8 | 167.2 | 159.0 |
| TWA Ambassador | 67.5 | 58.0 | 326.7 | 283.4 |
| Total Group | 1,137.0 | 878.7 | 7,198.0 | 6,134.8 |
| **Metropolitan** | | | | |
| ○Aloha | 17.8 | 9.0 | 81.3 | 30.0 |
| Atlanta | 79.7 | 77.4 | 459.6 | 438.9 |
| Baltimore | 70.0 | 81.4 | 440.4 | 474.5 |
| ○Bay Views | 36.6 | 35.5 | 206.8 | 197.8 |
| Birmingham | 25.3 | 33.5 | 148.3 | 176.8 |
| Boston | 113.2 | 92.0 | 631.5 | 536.7 |
| Broward Life | 43.5 | 38.3 | 303.8 | 294.5 |
| Brown's Guide to Georgia | 57.0 | 40.0 | 265.4 | 246.0 |
| Central Florida Scene | 19.0 | 20.0 | 94.5 | 93.2 |
| ○Charlotte | 67.3 | 54.6 | 152.7 | 133.4 |
| Chicago | 152.1 | 150.4 | 871.4 | 894.6 |
| ▲Chicago's North Shore | 57.6 | 47.3 | 245.2 | 123.4 |
| Cincinnati | 65.0 | 56.2 | 378.5 | 324.3 |
| Cleveland | 56.6 | 75.5 | 430.9 | 501.2 |
| Columbus Monthly | 82.1 | 84.1 | 477.9 | 465.1 |
| Commonwealth | 17.0 | 21.5 | 91.0 | 112.7 |
| Connecticut | 73.0 | 91.0 | 394.4 | 455.9 |
| D/Magazine, Dallas/-Fort Worth | 131.4 | 129.8 | 627.6 | 616.5 |
| Delaware Today | 34.2 | 34.5 | 201.4 | 183.5 |
| Denver Monthly | 24.3 | 26.7 | 144.9 | 142.5 |
| Monthly Detroit | 56.8 | 39.0 | 267.0 | 232.2 |
| Exclusively Yours Wisconsin | 63.2 | 82.0 | 424.3 | 482.5 |
| Gold Coast of Florida/-Indian River Life | 93.5 | 89.0 | 731.4 | 683.5 |
| Grand Rapids | 43.4 | 30.7 | 199.1 | 144.7 |
| Honolulu | 73.3 | 84.8 | 426.6 | 439.7 |
| Houston City | 39.4 | 49.7 | 213.9 | 225.9 |
| Indianapolis | 29.0 | 27.0 | 243.2 | 176.8 |
| Kansas City | 50.0 | 24.5 | 198.8 | 197.3 |
| Lansing | 34.0 | 34.0 | 196.6 | 123.0 |
| Los Angeles | 172.0 | 198.0 | 1,102.8 | 1,165.5 |
| Madison | 40.5 | 29.8 | 220.0 | 152.1 |
| Mesa | 24.0 | — | 324.9 | — |
| Miami | 88.3 | 65.4 | 371.7 | 308.5 |
| Mpls./St. Paul | 66.7 | 46.4 | 411.0 | 278.3 |
| Monterey Life | 44.0 | — | 239.6 | — |
| Nashville! | 44.2 | 43.1 | 313.9 | 314.5 |
| New Jersey Monthly | 71.5 | 73.6 | 437.5 | 378.0 |
| New Mexico | 39.2 | 23.5 | 142.1 | 102.9 |
| New Orleans | 46.5 | 48.3 | 272.6 | 298.6 |
| Ohio | 19.3 | 35.3 | 140.4 | 226.3 |
| Omaha | 23.0 | 21.1 | 153.6 | 127.8 |
| Palm Beach Life | 30.3 | 28.8 | 422.0 | 299.4 |
| Palm Springs Life | 67.5 | 54.2 | 800.5 | 707.2 |
| Philadelphia | 128.1 | 139.4 | 772.1 | 823.5 |
| Phoenix | 80.4 | 89.2 | 625.8 | 535.9 |
| Pittsburgh | 45.0 | 55.5 | 268.9 | 316.0 |
| Pittsburgher | 39.4 | 27.7 | 237.9 | 170.2 |
| ○Roanoker | — | — | 125.8 | 144.0 |
| SA, The Magazine of San Antonio | 32.8 | 29.8 | 241.5 | 177.2 |
| Sacramento | 32.3 | 35.8 | 150.6 | 213.1 |
| St. Louis | 80.0 | 99.0 | 504.0 | 573.0 |
| San Diego | 135.0 | 154.3 | 860.5 | 904.2 |
| San Francisco | 68.7 | 60.2 | 370.6 | 317.0 |
| San Francisco Focus | 42.8 | 21.5 | 203.9 | 128.7 |
| ††Sarasota Town & Country | — | — | 193.0 | 129.0 |
| ▼Shenandoah Valley | 33.6 | — | 108.6 | — |
| Spokane | 34.2 | 40.8 | 202.1 | 217.5 |
| Texas Monthly | 125.4 | 105.4 | 680.8 | 621.6 |
| ○Triad | 13.0 | 28.0 | 48.0 | 89.0 |
| Tucson | 28.3 | 44.0 | 201.3 | 268.3 |
| Twin Cities | 41.6 | 23.0 | 189.6 | 111.0 |
| Washington Dossier | 40.0 | 43.0 | 262.0 | 255.0 |
| The Washingtonian | 118.5 | 118.0 | 688.5 | 718.0 |
| Westchester | 59.2 | 42.7 | 258.4 | 254.0 |
| Westchester Illustrated | 42.0 | 39.6 | 258.2 | 219.4 |
| Wichitan | 51.3 | 60.3 | 271.5 | 320.2 |
| Total Group | 3,753.9 | 3,584.1 | 22,624.6 | 21,012.0 |
| **Movie-romance-radio-tv** | | | | |
| ○Complete Women's Group | 23.3 | 29.0 | 72.3 | 84.7 |
| Ideal Women's Group: | | | | |
| Daytime Stars | 26.7 | 28.5 | 143.0 | 146.1 |
| Intimate Story | 25.3 | 28.0 | 165.6 | 177.5 |
| Personal Romances | 25.3 | 28.1 | 165.7 | 177.8 |
| KMR Women's Group: | | | | |
| Real Romances | — | 15.3 | 57.5 | 88.2 |
| Real Story | — | 15.3 | 57.5 | 88.2 |
| ○Teen Bag | — | — | 26.7 | 41.9 |
| MacFadden's Women's Group: | | | | |
| Modern Romances | 27.2 | 40.5 | 173.1 | 217.4 |
| Secrets | 27.2 | 40.5 | 173.1 | 215.8 |
| True Confessions | 28.1 | 40.9 | 176.6 | 215.7 |
| True Experience | 27.2 | 40.5 | 173.1 | 215.4 |
| True Love | 27.2 | 40.5 | 173.1 | 216.4 |
| True Romance | 27.2 | 40.5 | 173.1 | 215.3 |
| Sterling Women's Group: | | | | |
| Daytime TV | 31.2 | 33.2 | 187.5 | 193.9 |
| Modern Love | 29.2 | 30.5 | 90.4 | 184.3 |
| Modern Screen | 32.2 | 33.2 | 192.3 | 193.9 |
| ○Movie Mirror | — | — | 95.2 | 96.7 |
| Photo Screen | 32.2 | 33.2 | 64.5 | 97.2 |
| Real Confessions | — | 30.5 | 123.7 | 184.3 |
| TV Movie Screen | — | — | 95.2 | 97.8 |
| TV Picture Life | 32.2 | 33.2 | 97.1 | 97.2 |
| Total Group | 421.7 | 581.4 | 2,675.8 | 3,245.7 |
| **Youth** | | | | |
| Boys' Life | 20.4 | 20.8 | 130.7 | 134.8 |
| Campus Life | 19.8 | 20.6 | 196.0 | 193.2 |
| ††Scholastic Magazines | — | — | 154.9 | 194.9 |
| Total Group | 40.2 | 41.4 | 481.6 | 522.9 |
| **Mechanics & science** | | | | |
| ○Elementary Electronics | 25.6 | 34.7 | 74.1 | 104.9 |
| §Mechanix Illustrated | 67.4 | 74.0 | 505.1 | 552.0 |
| Popular Electronics | 59.9 | 56.1 | 359.8 | 338.7 |
| Popular Mechanics | 122.0 | 110.5 | 746.5 | 750.6 |
| §Popular Science | 94.0 | 81.8 | 574.7 | 565.8 |
| Total Group | 368.9 | 357.1 | 2,260.2 | 2,312.0 |
| **Boating & yachting** | | | | |
| Boating | 137.7 | 123.7 | 788.5 | 768.7 |
| Chesapeake Bay | 26.1 | 28.6 | 184.2 | 171.8 |
| Cruising World | 105.5 | 100.6 | 675.0 | 614.1 |
| Motor Boating & Sailing | 131.5 | 114.5 | 828.4 | 858.6 |
| §Sail | 121.5 | 130.3 | 842.1 | 882.4 |
| §Sea | 93.4 | 83.4 | 623.7 | 586.4 |
| Trailer Boats | 20.5 | 25.2 | 181.4 | 177.5 |
| Yachting | 165.4 | 175.0 | 1,107.5 | 1,214.4 |
| Total Group | 801.6 | 781.3 | 5,230.8 | 5,273.9 |
| **Automotive & recreational vehicles** | | | | |
| Car & Driver | 98.9 | 80.7 | 462.9 | 451.7 |
| Car Collector & Car Classics | 25.3 | 28.3 | 142.2 | 166.5 |
| Car Craft | 67.9 | 72.0 | 319.5 | 399.5 |
| Choppers | — | — | 82.0 | 72.3 |

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Combined June/July issue in 1979. B. Preprinted inserts included.

*(Continued on Page 78)*

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# Advertising pages in June consumer publications

(Continued from Page 77)

| | Pages | | | |
|---|---|---|---|---|
| | June 1980 | June 1979 | Jan.-June 1980 | Jan.-June 1979 |
| ○Custom Bike | 25.8 | 27.5 | 66.9 | 147.0 |
| ○Custom Rider | — | — | 65.5 | — |
| Cycle | 85.8 | 105.1 | 654.1 | 713.6 |
| Cycle Guide | 35.5 | 72.8 | 295.3 | 396.4 |
| Cycle World | 83.3 | 88.5 | 553.9 | 596.0 |
| Dirt Bike | 23.4 | 28.5 | 167.5 | 167.3 |
| Dune Buggies & Hot Vw's | 35.9 | 34.3 | 235.0 | 225.9 |
| Family Motor Coaching | 53.2 | 76.3 | 379.7 | 529.3 |
| 4 Wheel & Offroad | 37.1 | 35.9 | 162.3 | 172.5 |
| Four Wheeler | 32.3 | 51.2 | 191.3 | 261.2 |
| Hot Rod | 69.5 | 61.2 | 349.1 | 356.9 |
| Motocross Action | 33.6 | 30.0 | 197.0 | 152.5 |
| Motorcyclist | 33.1 | 56.7 | 300.1 | 340.5 |
| Motor Trend | 56.7 | 60.2 | 290.5 | 296.7 |
| ††Motorhome Life | 44.6 | 82.8 | 261.2 | 348.3 |
| Pickup, Van & 4 WD | 49.8 | 74.3 | 263.1 | 350.4 |
| Road & Track | 125.1 | 109.2 | 618.6 | 524.4 |
| Touring Bike | — | — | 72.9 | 85.8 |
| Trailer Life | 97.3 | 147.8 | 569.2 | 799.3 |
| Van Pickup & Off-Road World | 10.5 | 13.6 | 45.6 | 70.1 |
| Woodall's Trailer & RV Travel Magazine | 43.5 | 91.5 | 254.4 | 509.3 |
| Total Group | 1,168.1 | 1,428.4 | 6,999.8 | 8,133.4 |
| **Outdoor & sport** | | | | |
| Alaska | 47.5 | 45.5 | 258.5 | 270.2 |
| ○The American Handgunner | — | — | 100.7 | 70.6 |
| American Hunter | 24.9 | 6.7 | 101.8 | 37.0 |
| American Rifleman | 25.6 | 28.1 | 158.8 | 174.9 |
| ○Archery World | 39.0 | 37.0 | 130.0 | 123.0 |
| ○Backpacker | 47.3 | — | 150.4 | — |
| §Bass Master | — | — | 267.3 | 250.1 |
| ††Bicycling | 70.7 | 47.8 | 289.5 | 240.4 |
| ▼Camping Journal | 25.9 | 26.9 | 138.1 | 175.2 |
| Field & Stream | 83.6 | 80.4 | 557.9 | 578.0 |
| Fins and Feathers | 34.2 | 36.8 | 225.0 | 201.8 |
| ○Fishing World | — | — | 116.5 | 125.9 |
| Florida Sportsman | 53.3 | 67.0 | 424.9 | 425.0 |
| ‡‡Fly Fisherman | 50.0 | 42.7 | 309.4 | 260.2 |
| Fur-Fish-Game | 22.4 | 14.9 | 141.9 | 144.6 |
| Guns | 40.3 | 28.8 | 188.9 | 155.1 |
| Guns & Ammo | 47.5 | 50.8 | 266.9 | 272.8 |
| Horseman | 37.3 | 38.3 | 209.1 | 199.7 |
| Inside Sports | 25.8 | — | 91.0 | — |
| Outdoor Life | 61.7 | 74.9 | 469.7 | 543.2 |
| Petersen's Hunting | 24.6 | 29.7 | 119.8 | 147.3 |
| The Runner | 36.5 | 30.2 | 182.8 | 193.1 |
| Runner's World | 43.5 | 63.2 | 247.3 | 341.3 |
| Salt Water Sportsman | 60.9 | 60.3 | 365.1 | 418.0 |
| Shooting Times | 35.7 | 38.2 | 200.6 | 225.9 |
| SkateBoarder | 20.6 | 36.3 | 107.2 | 251.3 |
| ‡‡§Ski | — | — | 195.2 | 171.4 |
| ‡‡Skiing | — | — | 210.9 | 177.0 |
| Skin Diver | 59.3 | 60.4 | 353.8 | 382.4 |
| Soccer Corner | 13.0 | 2.0 | 58.5 | 8.0 |
| ‡‡Southern Outdoors | — | — | 131.3 | 130.2 |
| §Sport | 46.1 | 45.7 | 263.6 | 241.4 |
| Sports Afield | 79.5 | 64.2 | 577.3 | 494.1 |
| ▼Spray | 57.0 | 55.0 | 232.1 | 189.4 |
| Swim Swim | — | — | 23.7 | 10.0 |
| Western Outdoors | 28.9 | 29.6 | 187.1 | 234.0 |
| Total Group | 1,242.6 | 1,141.4 | 8,052.6 | 7,862.2 |
| **Comics** | | | | |
| ○Archie Comic Group | 10.0 | 10.0 | 30.0 | 30.0 |
| DC Comics | 9.5 | 11.5 | 68.3 | 69.5 |
| Harvey Comics Group | 8.0 | 8.0 | 48.0 | 48.0 |
| Marvel Comics Group | 13.5 | 14.0 | 75.5 | 73.5 |
| Total Group | 41.0 | 43.5 | 221.8 | 221.0 |
| **Newspaper magazines I** | | | | |
| §Family Weekly | 72.7 | 77.3 | 510.6 | 518.8 |
| Parade | 60.0 | 71.8 | 420.3 | 464.3 |
| Total Group | 132.7 | 149.1 | 930.9 | 983.1 |
| **Canadian national weekend magazines** | | | | |
| B Perspectives | 33.4 | 36.3 | 242.7 | 214.3 |
| §Today | 35.7 | 38.9 | 251.9 | 236.3 |
| Total Group | 69.1 | 75.2 | 494.6 | 450.6 |
| **Canadian** | | | | |
| L'Actualite | 47.2 | 55.0 | 270.5 | 262.7 |
| Chatelaine: | | | | |
| §English Edition | 69.1 | 78.1 | 480.0 | 445.1 |
| French Edition | 63.2 | 64.8 | 423.7 | 381.0 |
| §Financial Post Magazine | 42.0 | 36.5 | 252.7 | 211.6 |
| ▲§Flare | 56.9 | 49.8 | 328.2 | 286.3 |
| ▲§Homemaker's Magazine: | | | | |
| English Edition | 72.6 | 73.9 | 446.5 | 401.5 |
| French Edition | 54.0 | 57.5 | 329.1 | 325.3 |
| **§Macleans | 88.2 | 72.5 | 472.5 | 459.3 |
| ▼§Quest Magazine | 48.1 | 35.4 | 182.3 | 163.7 |
| §Reader's Digest: | | | | |
| Canada-English | 89.3 | 88.9 | 528.7 | 539.0 |
| Canada-French | 63.4 | 59.0 | 464.3 | 485.4 |
| Total | 153.0 | 127.9 | 989.9 | 1,024.4 |
| ▲Saturday Night | 25.5 | 26.2 | 146.1 | 173.2 |
| ▲Toronto Life | 153.0 | 134.0 | 627.0 | 537.8 |
| Total Group | 872.8 | 811.3 | 4,948.5 | 4,671.9 |
| **Canadian (previous month)** | | | | |
| §Time-Canada | 137.4 | 157.3 | 560.7 | 600.2 |

## May pages

| | Pages | | | |
|---|---|---|---|---|
| | May 1980 | May 1979 | Jan.-May 1980 | Jan.-May 1979 |
| **Business** | | | | |
| Atlanta Business Chronicle | 31.7 | 12.3 | 130.1 | 59.5 |
| Barron's | 197.7 | 160.6 | 951.4 | 812.7 |
| Black Enterprise | 30.7 | 27.6 | 191.8 | 170.5 |
| The Business Review of Wash | 68.0 | 35.3 | 255.0 | 149.4 |
| §Business Week | 471.2 | 494.5 | 2,065.4 | 1,921.2 |
| California Business | 100.3 | 34.2 | 245.3 | 140.3 |
| Corporate Report | 85.7 | 75.3 | 378.8 | 305.8 |
| Crain's Chicago Business | 54.7 | 44.5 | 272.8 | 157.8 |
| Dun's Review | 91.8 | 101.3 | 449.9 | 405.1 |
| ☆Financial World | 107.5 | 106.2 | 397.3 | 381.6 |
| Florida Trend | 48.9 | 44.6 | 292.8 | 292.0 |
| ▶Forbes | 289.7 | 270.5 | 1,137.1 | 1,105.6 |
| ▶§Fortune | 306.2 | 310.3 | 994.5 | 864.3 |
| Houston Business Journal | 144.8 | 125.3 | 597.2 | 602.0 |
| §Inc. Magazine | 78.8 | 47.4 | 320.5 | 97.8 |
| ▶§Industry Week | 169.9 | 182.9 | 755.1 | 825.1 |
| §Nation's Business | 45.4 | 53.2 | 196.3 | 234.3 |
| *New England Business | 51.2 | 48.8 | 231.5 | 208.3 |
| ▶Northern Ohio Business Journal | 32.4 | 22.1 | 174.0 | 120.0 |
| Outlook | 43.0 | 43.0 | 180.2 | 171.8 |
| The South | — | — | 27.0 | 39.4 |
| Texas Business | 41.0 | 50.0 | 172.7 | 200.8 |
| Total Group | 2,491.1 | 2,289.9 | 10,416.7 | 9,265.3 |
| **Newspaper magazines II** | | | | |
| Boston Globe | 174.9 | 158.3 | 687.2 | 691.4 |
| Chicago Tribune | 146.6 | 146.7 | 563.2 | 662.0 |
| *Cleveland Plain Dealer | 152.3 | 156.4 | 715.7 | 793.1 |
| §Los Angeles Times Home Magazine | 133.5 | 147.4 | 614.8 | 686.4 |
| New York News | 141.6 | 140.5 | 595.8 | 623.2 |
| New York Times Magazine | 333.2 | 310.3 | 1,712.1 | 1,629.7 |
| Philadelphia Inquirer | 85.7 | 100.9 | 396.1 | 437.0 |
| Washington Post Magazine | 127.2 | 135.4 | 655.0 | 535.9 |
| Washington Star, Home/Life Magazine | 64.4 | 65.3 | 313.5 | 290.8 |
| Total Group | 1,359.4 | 1,361.2 | 6,253.4 | 6,349.5 |
| **Weeklies, bi-weeklies, semi-monthlies** | | | | |
| §Army Times Military Group: | | | | |
| Air Force Times | 141.3 | 151.0 | 770.6 | 773.7 |
| Army Times | 139.1 | 146.8 | 769.8 | 755.4 |
| Navy Times | 161.1 | 159.2 | 833.5 | 812.3 |
| The Times Magazine | 12.6 | 21.9 | 100.4 | 84.0 |
| The Blood Horse | 285.7 | 232.9 | 1,850.4 | 1,677.1 |
| Circus | 22.8 | 29.8 | 83.8 | 146.5 |
| Commonweal | 8.9 | 8.1 | 69.9 | 39.5 |
| Golf World | 88.4 | 65.8 | 354.4 | 315.0 |
| §Grit | 25.7 | 34.3 | 191.6 | 208.4 |
| National Review | 40.0 | 31.0 | 66.0 | 74.0 |
| New West | 124.9 | 139.9 | 490.8 | 494.3 |
| New York Magazine | 222.2 | 191.7 | 793.4 | 841.7 |
| New Yorker | 368.2 | 358.8 | 1,613.9 | 1,537.9 |
| §Newsweek | 274.5 | 307.1 | 1,297.2 | 1,358.3 |
| People | 327.1 | 328.8 | 1,373.5 | 1,357.1 |
| Rolling Stone | 111.4 | 119.8 | 395.3 | 439.5 |
| ▶§Saturday Review | 40.6 | 39.8 | 235.0 | 248.0 |
| Sporting News | 47.0 | 62.7 | 241.8 | 281.0 |
| §Sports Illustrated | 222.7 | 256.8 | 1,101.1 | 1,070.0 |
| §Time | 242.6 | 306.5 | 1,186.4 | 1,267.2 |
| §TV Guide | 344.9 | 291.0 | 1,660.8 | 1,605.9 |
| ▶Us Magazine | 46.9 | 82.0 | 211.6 | 253.4 |
| §U.S. News & World Report | 185.5 | 167.5 | 837.4 | 805.5 |
| Total Group | 3,484.1 | 3,533.2 | 16,528.6 | 16,445.6 |
| **Foreign** | | | | |
| Buenhogar: | | | | |
| Ecuador | 9.7 | 9.8 | 34.0 | 37.0 |
| Chile | 4.0 | 1.0 | 16.5 | 3.7 |
| Mexico | 69.5 | 76.5 | 235.7 | 254.7 |
| Puerto Rico | 17.8 | 16.5 | 107.7 | 88.7 |
| Venezuela | 44.2 | 46.5 | 165.8 | 183.8 |
| Colombia | 57.2 | 66.0 | 213.5 | 216.3 |
| Peru | 17.2 | 9.7 | 67.0 | 44.7 |
| Central America | 8.7 | 13.7 | 33.8 | 61.2 |
| U.S. | 7.0 | 10.7 | 34.5 | 41.3 |
| Dominican Republic | 14.0 | 25.7 | 71.7 | 128.2 |
| Fascinacion: | | | | |
| Mexico | 9.0 | 11.3 | 35.0 | 36.2 |
| Puerto Rico | 1.0 | 2.3 | 6.0 | 6.3 |
| Venezuela | 6.7 | 14.0 | 22.8 | 49.3 |
| Colombia | 11.3 | 4.0 | 30.8 | 17.8 |
| Central America | — | — | — | — |
| Geomundo: | | | | |
| Chile | 8.0 | 4.0 | 27.0 | 13.0 |
| Mexico | 19.7 | 7.7 | 63.2 | 30.2 |
| Ecuador | 7.0 | 5.0 | 24.0 | 17.5 |
| Puerto Rico | 9.0 | 12.0 | 29.0 | 35.5 |
| Venezuela | 14.5 | 10.5 | 51.5 | 43.0 |
| Colombia | 12.5 | 10.0 | 55.5 | 47.5 |
| Peru | 10.0 | 5.0 | 31.0 | 17.5 |
| Central America | 8.0 | 7.0 | 28.0 | 19.5 |
| Hombre De Mundo: | | | | |
| Dominican Republic | 8.5 | — | 26.0 | — |
| Mexico | 26.5 | 19.7 | 84.7 | 60.8 |
| Chile | 6.0 | 3.0 | 25.7 | 10.0 |
| Puerto Rico | 15.0 | 13.5 | 56.8 | 52.3 |
| Ecuador | 4.3 | 2.7 | 19.0 | 12.5 |
| Venezuela | 16.3 | 9.5 | 65.7 | 42.2 |
| Colombia | 10.3 | 10.0 | 52.2 | 48.8 |
| Peru | 6.0 | — | 13.0 | — |
| Central America | 6.0 | 5.0 | 28.8 | 20.5 |
| Ideas Para Su Hogar: | | | | |
| Dominican Republic | 2.0 | — | 7.7 | — |
| Mexico | 16.0 | 8.7 | 46.8 | 23.7 |
| Chile | 1.0 | — | 5.0 | — |
| Puerto Rico | 4.0 | 2.5 | 9.7 | 13.2 |
| Ecuador | — | 1.0 | .2 | 2.0 |
| Venezuela | 21.0 | 13.0 | 57.2 | 47.0 |
| Colombia | 22.0 | 17.5 | 76.5 | 47.0 |
| Peru | 5.0 | 2.5 | 20.2 | 2.5 |
| Central America | — | 1.5 | .5 | 2.5 |
| Intimidades: | | | | |
| Mexico | 8.0 | 9.8 | 15.0 | 30.0 |
| Puerto Rico | 5.0 | 2.0 | 17.0 | 7.0 |
| Venezuela | 15.0 | 12.0 | 35.0 | 46.0 |
| Columbia | 6.0 | — | 18.0 | 3.0 |
| Central America | 1.0 | — | 9.0 | 3.0 |
| Mecanica Popular: | | | | |
| Caribbean | 38.8 | 32.2 | 164.5 | 143.5 |
| Mexico | 28.3 | 22.3 | 120.8 | 71.3 |
| Argentina | 6.3 | 3.7 | 30.0 | 16.3 |
| The Ring en Espanol: | | | | |
| Mexico | 2.0 | 1.2 | 11.8 | 4.7 |
| Puerto Rico | 2.0 | 2.0 | 13.0 | 12.2 |
| Venezuela | — | 2.0 | 6.5 | 21.7 |
| Colombia | .5 | — | 1.0 | .7 |
| Central America | — | — | — | 2.2 |
| U.S. | 3.0 | 2.0 | 12.0 | 12.2 |
| Vanidades Continental: | | | | |
| Dominican Republic | 22.8 | 62.8 | 122.2 | 155.5 |
| Mexico | 124.7 | 173.2 | 478.0 | 485.7 |
| Chile | 10.0 | 7.8 | 56.3 | 23.2 |
| Puerto Rico | 40.2 | 87.2 | 242.5 | 223.8 |
| Venezuela | 77.5 | 97.7 | 305.2 | 246.3 |
| Colombia | 88.0 | 117.0 | 291.3 | 274.3 |
| Peru | 30.0 | 35.8 | 108.3 | 84.7 |
| Central America | 31.2 | 39.8 | 118.5 | 106.0 |
| Ecuador | 19.5 | 28.5 | 65.0 | 77.5 |
| U.S. | 29.7 | 42.5 | 131.8 | 149.5 |
| Cosmopolitan Foreign Editions: | | | | |
| Australia | 88.5 | 59.8 | 293.2 | 242.7 |
| Brazil | 39.0 | 32.0 | 158.0 | 106.0 |
| France | 137.0 | 115.0 | 386.0 | 328.0 |
| Great Britain | 160.0 | 176.0 | 552.0 | 549.0 |
| Italy | 73.0 | 49.0 | 217.0 | 148.0 |
| Cosmopolitan en Espanol: | | | | |
| Central America | 9.5 | 9.5 | 33.0 | 29.2 |
| Colombia | 28.5 | 27.3 | 103.3 | 90.2 |
| Ecuador | 3.0 | 2.3 | 15.2 | 7.0 |
| Mexico | 87.0 | 89.5 | 260.7 | 240.7 |
| Puerto Rico | 56.8 | 35.3 | 166.2 | 124.5 |
| U.S. (Spanish Language) | 17.8 | 11.5 | 63.5 | 76.7 |
| Venezuela | 37.0 | 31.3 | 124.2 | 117.7 |
| International Communications: | | | | |
| African Business | 43.2 | 36.8 | 160.4 | 118.1 |
| The Middle East | 40.7 | 54.2 | 159.3 | 269.9 |
| New African | 30.3 | 21.2 | 144.6 | 177.4 |
| Al-Iktissad Al-Arabi | 15.2 | 15.4 | 71.7 | 94.9 |
| International Herald Tribune | 107.6 | 114.2 | 431.3 | 454.8 |
| International Management: | | | | |
| Africa | 23.2 | 22.3 | 90.0 | 83.4 |
| Europe | 40.7 | 54.3 | 191.0 | 178.5 |
| Latin America | 23.5 | 32.0 | 86.0 | 91.7 |
| Middle East | 26.3 | 43.2 | 120.3 | 154.2 |
| Pacific | 19.2 | 20.3 | 79.0 | 81.0 |
| §Newsweek International: | | | | |
| Atlantic | 97.0 | 117.9 | 392.2 | 478.4 |
| Latin America | 30.8 | 40.0 | 144.2 | 141.3 |
| Pacific | 79.0 | 86.1 | 350.2 | 365.7 |
| ††Progreso | 23.0 | 33.6 | 62.1 | 73.9 |
| §Reader's Digest: | | | | |
| Arabic | 16.5 | 14.0 | 54.5 | 70.0 |
| *Asian | 226.0 | 217.0 | 1,078.0 | 967.0 |
| Australian | 73.9 | 68.5 | 342.8 | 240.5 |
| Belgian-Flemish | 125.5 | 120.8 | 418.0 | 457.1 |
| Belgian-French | 112.5 | 115.5 | 382.5 | 440.3 |
| British | 81.6 | 103.1 | 354.8 | 409.5 |
| *Chinese | 116.0 | 97.0 | 598.0 | 500.0 |
| Danish | 43.2 | 47.5 | 230.3 | 206.6 |
| Dutch | 63.0 | 75.8 | 291.9 | 261.7 |
| Finnish | 62.5 | 84.3 | 260.8 | 329.8 |
| French | 114.4 | 138.8 | 332.4 | 383.6 |
| German | 87.5 | 102.5 | 383.7 | 396.2 |
| Iberian | 64.0 | 59.3 | 204.4 | 180.3 |
| Indian | 103.1 | 93.5 | 439.4 | 405.0 |
| Italian | 108.0 | 88.5 | 339.5 | 302.0 |
| Japanese | 57.5 | 69.8 | 247.9 | 267.5 |
| Korean | 20.5 | 15.0 | 93.5 | 79.0 |
| Latin America: | | | | |
| Argentine | 32.5 | 51.0 | 87.0 | 220.0 |
| Brazil | 11.9 | 11.9 | 45.3 | 54.8 |
| Central America | 20.5 | 20.0 | 80.0 | 89.0 |
| Chile | 37.5 | 19.0 | 135.0 | 111.5 |
| Colombia | 39.0 | 47.0 | 172.0 | 209.0 |
| Ecuador | 16.5 | 16.5 | 69.0 | 68.5 |
| Mexico | 61.2 | 49.1 | 190.0 | 152.8 |
| Peru | 12.5 | 9.5 | 38.5 | 35.5 |
| Puerto Rico | 12.5 | 15.0 | 48.5 | 65.0 |
| U.P.B. | 27.0 | 33.5 | 112.0 | 159.5 |
| U.S. Spanish | 18.0 | 12.5 | 75.5 | 71.5 |
| Venezuela | 24.5 | 21.5 | 111.0 | 101.0 |
| Portugal | 66.5 | 57.3 | 195.1 | 202.8 |
| New Zealand | 82.5 | 39.4 | 323.2 | 200.2 |
| Norwegian | 52.3 | 59.0 | 203.7 | 234.1 |
| South African | 66.0 | 77.0 | 283.0 | 321.0 |
| Swedish | 22.5 | 48.0 | 118.5 | 165.4 |
| Swiss-French | 51.0 | 55.0 | 160.0 | 154.0 |
| Swiss-German | 63.0 | 74.0 | 222.0 | 230.0 |
| Canada-English | 108.3 | 125.1 | 434.9 | 468.4 |
| Canada-French | 99.5 | 111.4 | 398.8 | 423.5 |
| Total | 2,401.6 | 2,463.6 | 9,635.4 | 9,633.6 |
| Time International: | | | | |
| Time-Asia | 103.8 | 90.1 | 417.8 | 433.2 |
| Time-Atlantic | 150.5 | 135.4 | 522.0 | 582.0 |
| Time-Latin America | 75.0 | 80.4 | 285.3 | 308.4 |
| Time-South Pacific | 153.5 | 138.8 | 620.9 | 576.1 |
| **▶Visao | 99.2 | 105.2 | 423.0 | 431.5 |
| ▶§Vision/Latin America | 49.0 | 46.9 | 176.9 | 160.8 |
| Total Group | 5,497.8 | 5,659.9 | 21,268.3 | 20,926.7 |

# In tobacco, where there's smokeless there's fire

By SAM HARPER

NEW YORK—The smattering of spatters, most visible in baseball dugouts and rodeo grandstands, will color common ground in the '80s as tobacco marketers position themselves for a growth period in the smokeless tobacco market.

There are about 22,000,000 swollen-cheeked chewers in the U.S. today, but industry analysts feel that total could double over the next decade as a health-conscious America shuns smoking products.

As the demand for plug, twist; loose leaf and fine cut chewing tobaccos and moist and dry snuff increases, chewing tobacco marketers will increase advertising budgets and lengthen product lines. That trend already has begun in southern and western markets where demand among 18-to-30-year-olds is greatest.

▪ Liggett Group's Pinkerton Tobacco Co. has, of late, been the most aggressive of the chewing tobacco marketers, this year introducing a plug extension of its Red Man brand and Big Duke and Union Station loose leaf brands. All of the new entries currently are being tested.

The Owensboro, Ky.-based marketer recently signed George Brett of the Kansas City Royals and Pittsburgh Steelers' quarterback Terry Bradshaw to endorse its new Union Station chew and its flagship Red Man brand, respectively. Big Duke spots feature an animated character modeled after the late John Wayne. Combined billings on the Union Station/Big Duke rollout is $1,000,000.

Joe Stone, president of Pinkerton agency Berger, Stone, Ratner, said Red Man, using the theme, "Pick of the pros," is aimed at the "sportsminded," while Big Duke and Union Station are positioned for athletes "as well as the macho types who enjoy a good chew."

Red Man, with about 40% of the loose leaf segment, is the nation's top-selling chewing tobacco. It accounts for about 80% of Pinkerton's loose leaf sales, a category in which it has five other brands, according to John C. Maxwell Jr., senior analyst, Lehman Bros. Kuhn Loeb Research. Pinkerton's foray into the plug tobacco segment with Red Man apparently is an effort to increase its current 4% share in that segment.

Conwood Corp. currently manufactures more products than any of its competitors. Its brands include Pigtail, Red Coon and Mammoth Cave. However, E. C. Powell, Conwood vp-marketing, said the Memphis-based marketer's Taylor's Pride plug tobacco and Levi Garrett loose leaf are largely responsible for Conwood's growth in the last five years. "Levi Garrett has really helped us along," he said of the brand that claimed only a 1% share of the loose-leaf segment in 1975. Levi Garrett now holds a 23% segment share.

Conwood recently expanded distribution of its Hawken brand to include most of the South and West following its 1979 introduction. Mr. Powell expressed the hope that the Hawken brand would create a new category that will attract competitors. "I would like it to be the top brand in a new category," he added. Hawken, a rough cut, loose leaf brand currently is the only unit in this segment.

Sparky Lyle, Texas Rangers' pitcher, is the Levi Garrett spokesman. He appears in a number of spots in southern markets touting LG as "the best tasting chew." Tucker-Wayne, Atlanta, is the agency.

▪ R. J. Reynolds Tobacco Co., primarily known as the nation's leading cigaret marketer, also has a major interest in the smokeless segment. The Winston-Salem, N.C.-based diversified company currently claims a 56% share of the plug tobacco segment with its Day's Work brand leading the way as the nation's top-selling plug brand.

Supplementing its dominant share in this segment is RJR's newest entry, R. J. Gold, which rolled national June 9, following three months in test. Print ads for R. J. Gold feature a picture of a group of men standing over a treasure chest filled with the tobacco product. The headline reads, "Discover Gold."

RJR has six other plug tobacco brands, all of which are handled by Tatham-Laird & Kudner, Chicago.

RJR's only loose leaf entry, Work Horse, currently has a 4% share of that segment, however, it is backed currently with regional tv spots that RJR hopes will boost its segment share. Tv spots feature coal miners at work and the theme line, "I'm a tobacco chewing Work Horse man." The brand also will sponsor a spitting contest at the Kentucky State fair. "Spitting," an RJR spokesman said, "is becoming a very popular pastime."

▪ Lorillard's Beech-Nut division led the loose leaf segment in sales until 1967 when Pinkerton bumped it out of the top spot by packaging its loose Red Man brand in a foil pouch, keeping the tobacco fresh for an extended period of time. Beech-Nut now controls about 19% of the loose leaf segment, according to Mr. Maxwell. D'Arcy-MacManus & Masius/de Garmo handles Beech-Nut.

U.S. Tobacco, Greenwich, Conn., controls the most lucrative end of the smokeless tobacco market with its Skoal, Copenhagen, Wintergreen and Happy Days moist snuff products. Between the four brands, UST claims a 99% share of the moist snuff and fine cut tobacco segments.

The moist snuff and fine cut segment has grown 43% over the last five years while dry snuff, formerly used by aristocrats to induce sneezing, is on the decline, according to industry sources.

U.S. Tobacco's current concern is to market successfully its snuff products in international markets, according to R. L. Rossi, UST's exec vp-operations. In March, the company established a separate division for the international marketing and sales of its smokeless tobaccos, citing "untapped overseas markets." At present the company is testing products in England, Denmark and Israel.

**George Brett,** third baseman for the Kansas City Royals, recently was named spokesman for Pinkerton's Union Station chewing tobacco. Berger, Stone & Ratner, New York, handles.

While UST is eager to take advantage of foreign markets, it does not feel domestic markets have run dry. During the Olympics the marketer spent $2,500,000 promoting its products, and continues to spend heavily on a national basis.

Sports figures such as Walt Garrison, Earl Campbell, Carlton Fisk, Shep Messing, Bobby Murcer and, most recently, singer Charlie Daniels have been involved in UST commercials. Warwick, Welsh & Miller is the agency. #

## MANUFACTURED TOBACCO INDUSTRY VOLUME AND MARKET SHARES (000 LBS.)

### PLUG

| | | RJR | | Conwood | | B&W | | Pinkerton | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Lbs. | Share | Lbs. | Share | Lbs. | Share | Lbs. | Share |
| 1977 | 16,301 | 10,248 | 62.9% | 3,922 | 24.1% | 1,441 | 8.8% | 690 | 4.2% |
| 1978 | 15,579 | 9,218 | 59.2 | 4,335 | 27.8 | 1,386 | 8.9 | 640 | 4.1 |
| 1979 | 15,425 | 8,634 | 56.0 | 4,908 | 31.8 | 1,283 | 8.3 | 600 | 3.9 |

### TWIST/ROLL

| | | Conwood | | R.C. Owen | |
|---|---|---|---|---|---|
| | Total | Lbs. | Share | Lbs. | Share |
| 1977 | 2,178 | 1,133 | 52% | 1,045 | 48% |
| 1978 | 2,106 | 1,116 | 53 | 990 | 47 |
| 1979 | 2,006 | 1,063 | 53 | 943 | 47 |

### MOIST SNUFF (M) AND FINE CUT (F)

| | (Mil. lbs.) | | | | U.S. Tobacco | | All others | |
|---|---|---|---|---|---|---|---|---|
| | M | + F | = Total | | Lbs. | Share | Lbs. | Share |
| 1977 | 11.3 | 10.0 | 21.3% | | 19,993 | 93.9% | 1,307 | 6.1% |
| 1978 | 10.7 | 11.7 | 22.4 | | 22,133 | 98.8 | 267 | 1.2 |
| 1979 | 10.0 | 13.5 | 23.5 | | 23,265 | 99.0 | 235 | 1.0 |

### DRY SNUFF ONLY

| | (Mil. Lbs.) | Conwood | | General Cigar | | U.S.Tobacco | | B&W | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Lbs. | Share | Lbs. | Share | Lbs. | Share | Lbs. | Share |
| 1977 | 13.1 | 5,568 | 42.5% | 3,781 | 28.9% | 2,571 | 19.6% | 1,180 | 9.0% |
| 1978 | 13.0 | 5,500 | 42.3 | 3,991 | 30.7 | 2,414 | 18.6 | 1,097 | 8.4 |
| 1979 | 13.0 | 5,578 | 42.9 | 4,030 | 31.0 | 2,379 | 18.3 | 1,013 | 7.8 |

### LOOSE LEAF

| | | | | Conwood | | | | Lorillard | | Lorillard | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pinkerton | | Conwood | | Levi Garrett | | Lorillard | | Beech-Nut | |
| | Total | Lbs. | Share | Lbs. | Share | Lbs. | Share | Lbs. | Share | Lbs. | Share |
| 1977 | 60,201 | 31,100 | 52% | 13,223 | 22% | 10,836 | 18% | 11,010 | 18% | 9,900 | 16% |
| 1978 | 63,003 | 28,200 | 45 | 16,626 | 26 | 13,231 | 21 | 10,624 | 17 | 9,600 | 15 |
| 1979 | 69,975 | 28,000* | 40 | 19,050 | 27 | 16,080 | 23 | 13,805 | 20 | 13,000 | 19 |

*about 80% is estimated to be Red Man

| | General Cigar | | RJR | | Scotten Dillon | |
|---|---|---|---|---|---|---|
| | Lbs. | Share | Lbs. | Share | Lbs. | Share |
| 1977 | 3,900 | 6% | 137 | — | 831 | 2% |
| 1978 | 4,270 | 7 | 1,784 | 3% | 1,500 | 2 |
| 1979 | 4,540 | 7 | 3,053 | 4 | 1,527 | 2 |

*Data from John C. Maxwell Jr., Lehman Brothers Kuhn Loeb*